

LOYALTY AND MOBILE

Why loyalty and rewards will be critical to the successful mobile wallet

People love loyalty points, but most have forgotten their rewards/loyalty cards or coupons in the last 6 months

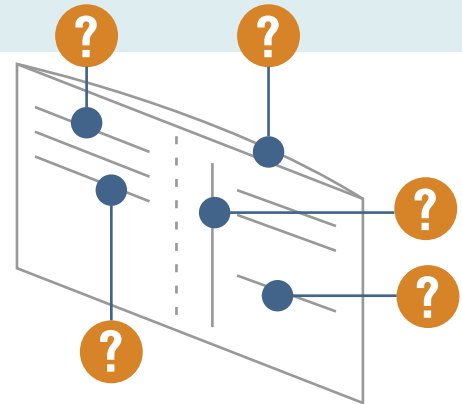
54%

Very annoyed over forgetting cards

34%

Very time consuming

Forgetting rewards and loyalty cards is upsetting and annoying and you might be wasting your customers' time



ENTER THE

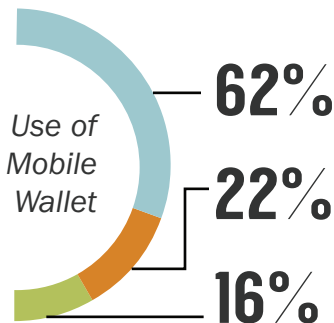
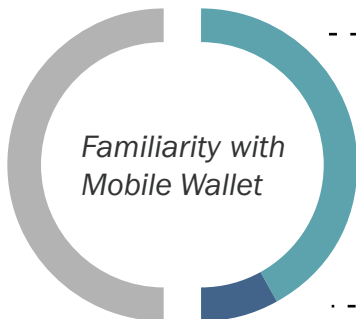


MOBILE WALLET



What are Mobile Wallets?

Apps that let customers pay for items with their smartphones at the point of sale



Smartphone users are getting to know mobile wallets

- Unfamiliar
- Somewhat familiar
- Very familiar
- Used in past 6 mos.
- Plan to use
- Do not plan to use

Just letting customers store their points and cards increases likelihood to adopt by 12%

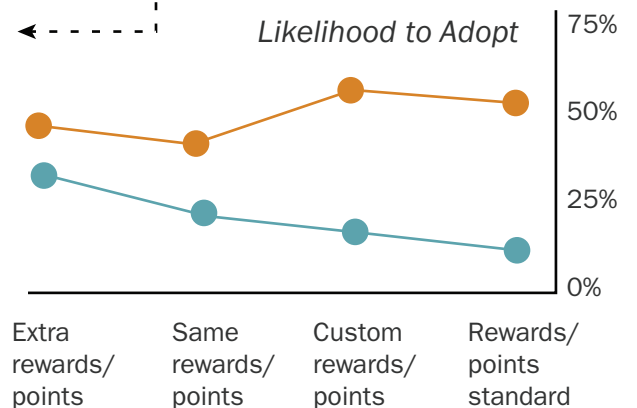
68%

56%

Extra rewards and loyalty points add major appeal

- Somewhat more likely
- Much more likely

Likelihood to Adopt



This data collected through a CMB Consumer Pulse study of 1,479 smartphone users, in the United States. Spring 2013
www.cmbinfo.com

CMB provides custom market research and consulting, working with some of the biggest brands to optimize their loyalty programs, adapt to changing market needs, and grow their business.

How will you use mobile to make your customers happier AND more loyal?